



# **NORWAY**

## **MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country Overview

WITH AN EXPORT-DRIVEN ECONOMY, THE INCOME PER CAPITA IS ONE THE HIGHEST IN THE WORLD



CAPITAL  
**Oslo**

REGION  
**Europe**

GDP PER CAPITA, PPP  
**\$74,357**

GDP  
**\$434.8 billion**

POPULATION  
**5,314,336**

AREA  
**323,802 SQ.KM**

Nearly all of its population lives in the south, surrounding the capital, Oslo.

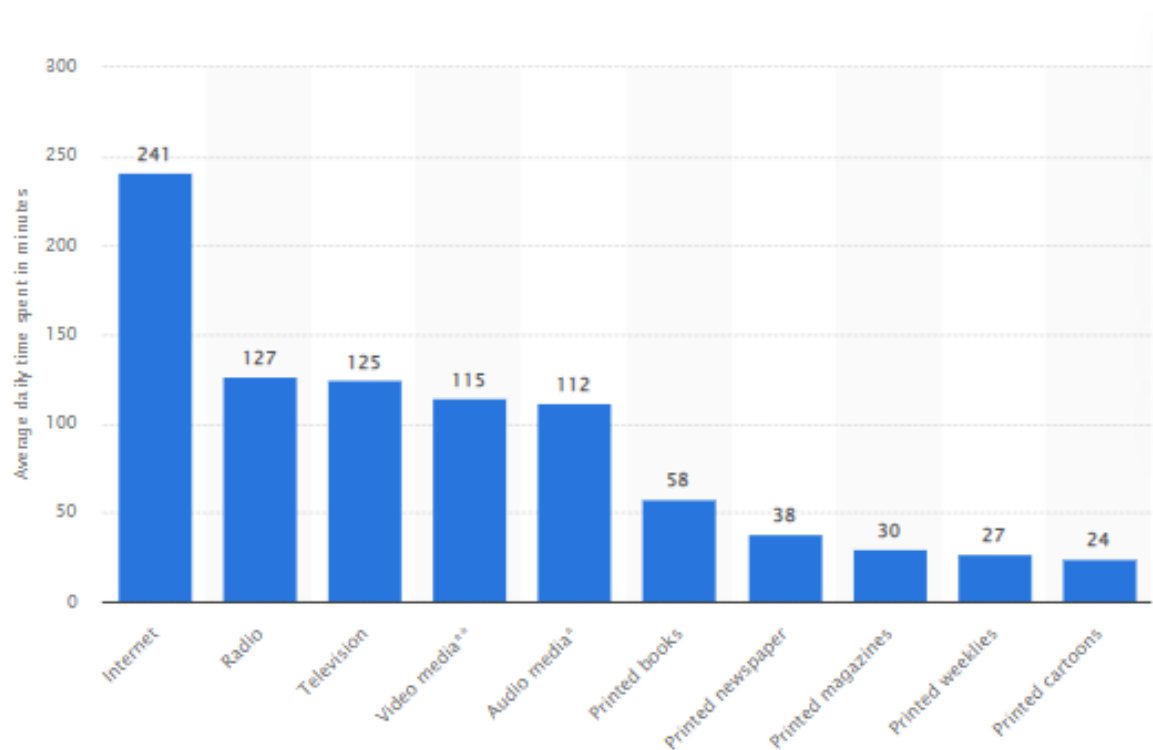
Norway is a high income nation with a vibrant private sector and a substantial safety net. Discovery of oil and gas off the coast in the 1960s gave the country an economic boost and today Norway is one of the world's leading petroleum exporters.

Norway's people live in a constitutional monarchy. The prime minister, the head of government, is nominally chosen by the monarch with the approval of the legislature.

# Media Consumption Overview

## A DIGITALLY DRIVEN SOCIETY

### Average Daily Time Spent Using Selected Media In Norway In 2021

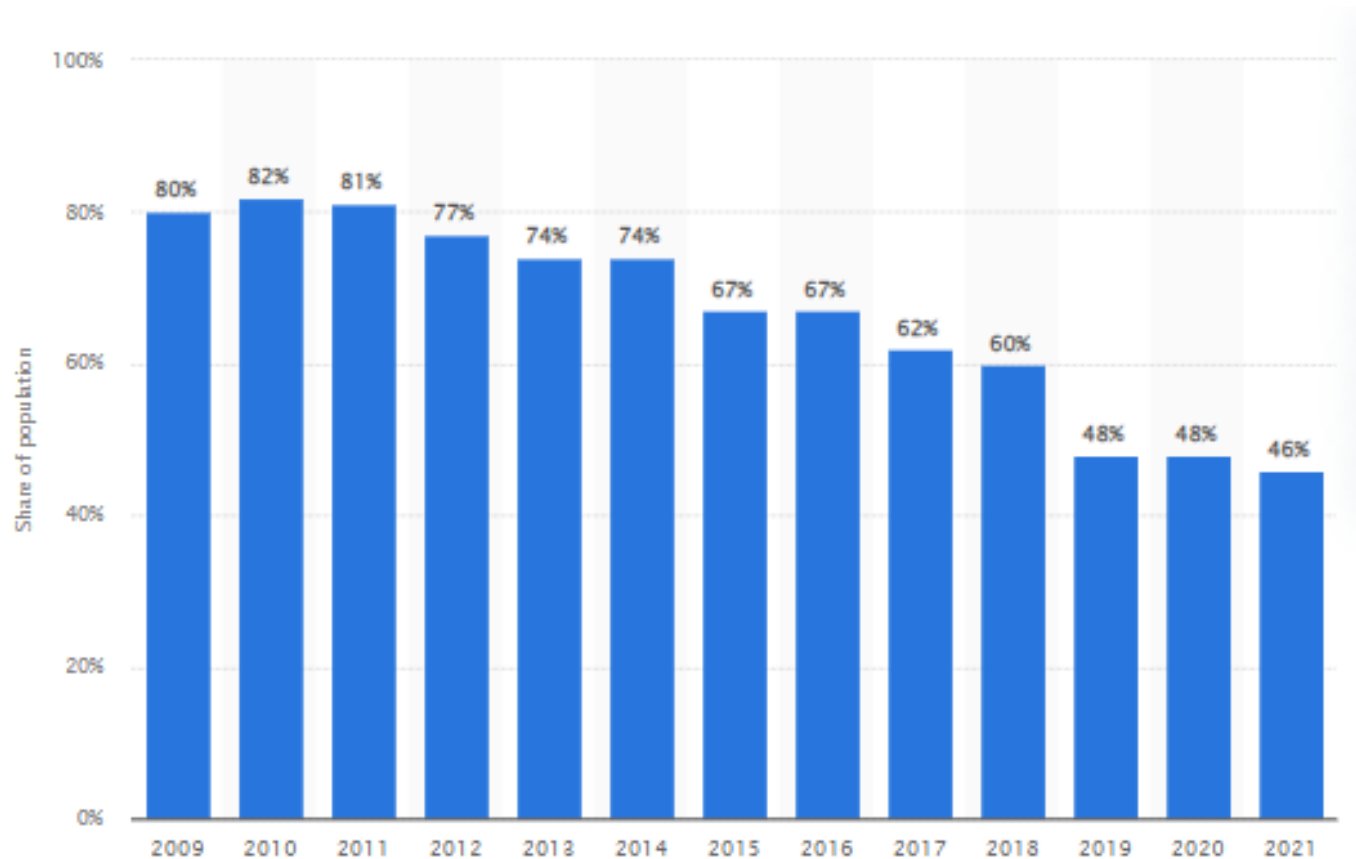


- In 2021, the most popular medium used by Norwegians was the internet, with an average 241 minutes per day spent on the internet per day, an increase from 228 minutes in the previous year.
- Second most popular were audio media, including physical, as well as downloaded and streamed files.

# TV Consumption

SHARE OF TV VIEWERS STABLE IN 2021

Population watching TV daily in Norway 2009-2021



- In 2021, the share of the Norwegian population watching television daily amounted to 46 percent.

# TV Consumption

## TOP TV CHANNELS

### NRK1



NRK1 is the Norwegian Broadcasting Corporation's main television channel. It's a General Entertainment channels that broadcasts its own productions as well as programmes from English-speaking countries.

### NRK2



NRK2 is one of the TV channels of the Norwegian Broadcasting Corporation (NRK). It has traditionally concentrated on more cultural and in-depth programmes than its sister channel NRK1 and has also shown drama series, comedies, and news.

### TV 2

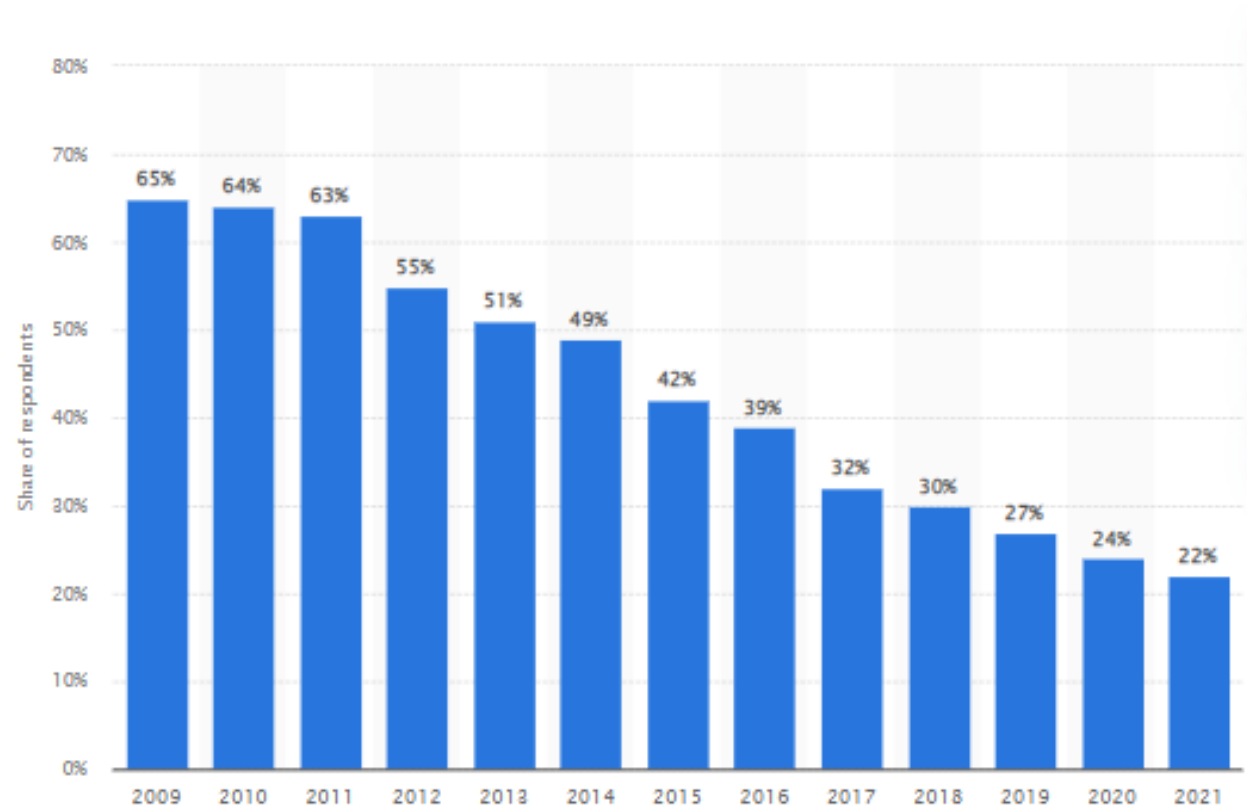


TV 2 Norway is a Norwegian-language TV broadcaster located in Oslo, Norway. It's a national news and entertainment channel that broadcasts news, sports, lifestyle shows, and general entertainment programming.

# Print Consumption

NORWAY HAS MORE PRINT TITLES THAN ANY OTHER NORDIC COUNTRY

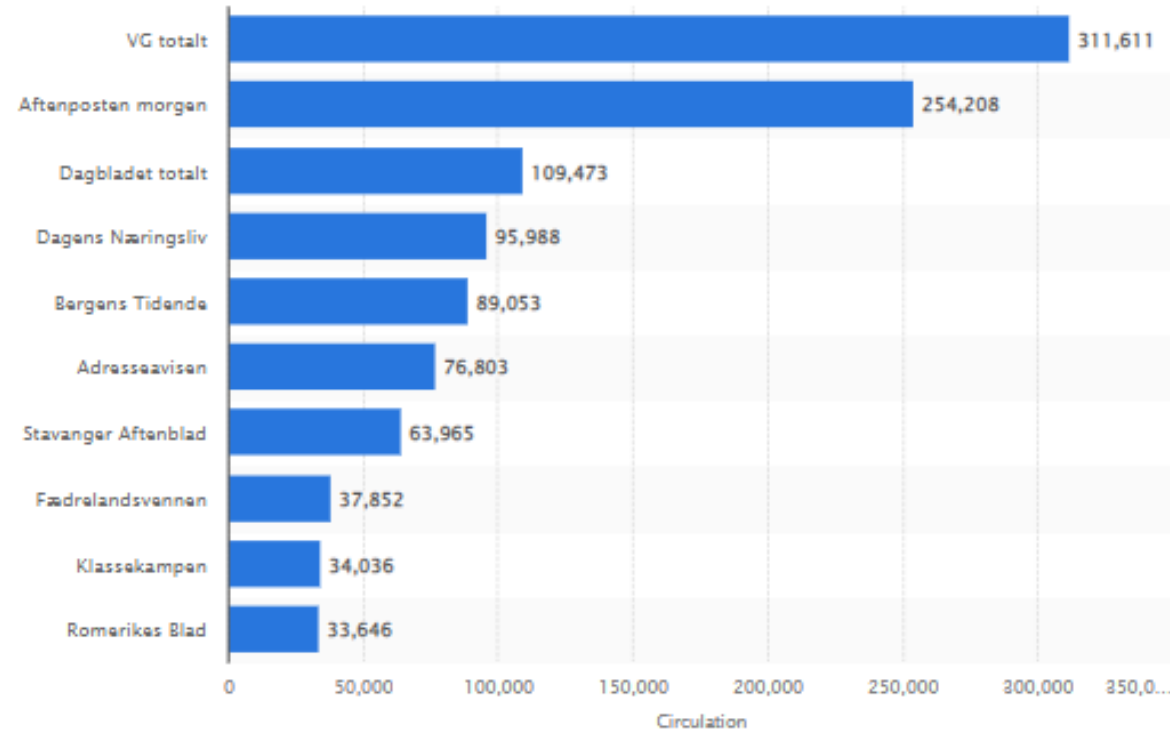
Share of population reading newspapers daily in Norway from 2009 to 2021



# Print Consumption

## TOP PRINT TILES IN THE COUNTRY

### Ranking of newspapers in Norway 2021, by circulation



- VG (Verdens Gang) is the highest-circulation newspaper in Norway. As of 2021, the circulation amounted to over 311,611 sold copies.
- Aftenposten morgen came in second place, with roughly 254,208 copies.

# Print Consumption

## TOP PRINT TITLES



### Verdens Gang Circulation: 311,611

Verdens Gang (VG), is a Norwegian tabloid newspaper. VG is one of the most read newspaper in printed form and online newspaper in Norway, with about 2 million daily readers.



### Dagbladet Circulation: 109,473

Dagbladet is one of Norway's largest tabloids and has 1,400,000 daily readers on mobile, web and paper. It is published six days a week and includes the additional feature magazine Magasinet every Saturday.



### Aftenposten Morgen Circulation: 254,208

Aftenposten is a daily newspaper published in Oslo. It is one of the leading newspapers in Norway and in all of Scandinavia. Noted from its founding for the strength of its coverage of local and, increasingly, national news, Aftenposten generally took an editorial stance that was moderately conservative.



### Bergens Tidende Circulation: 89,053

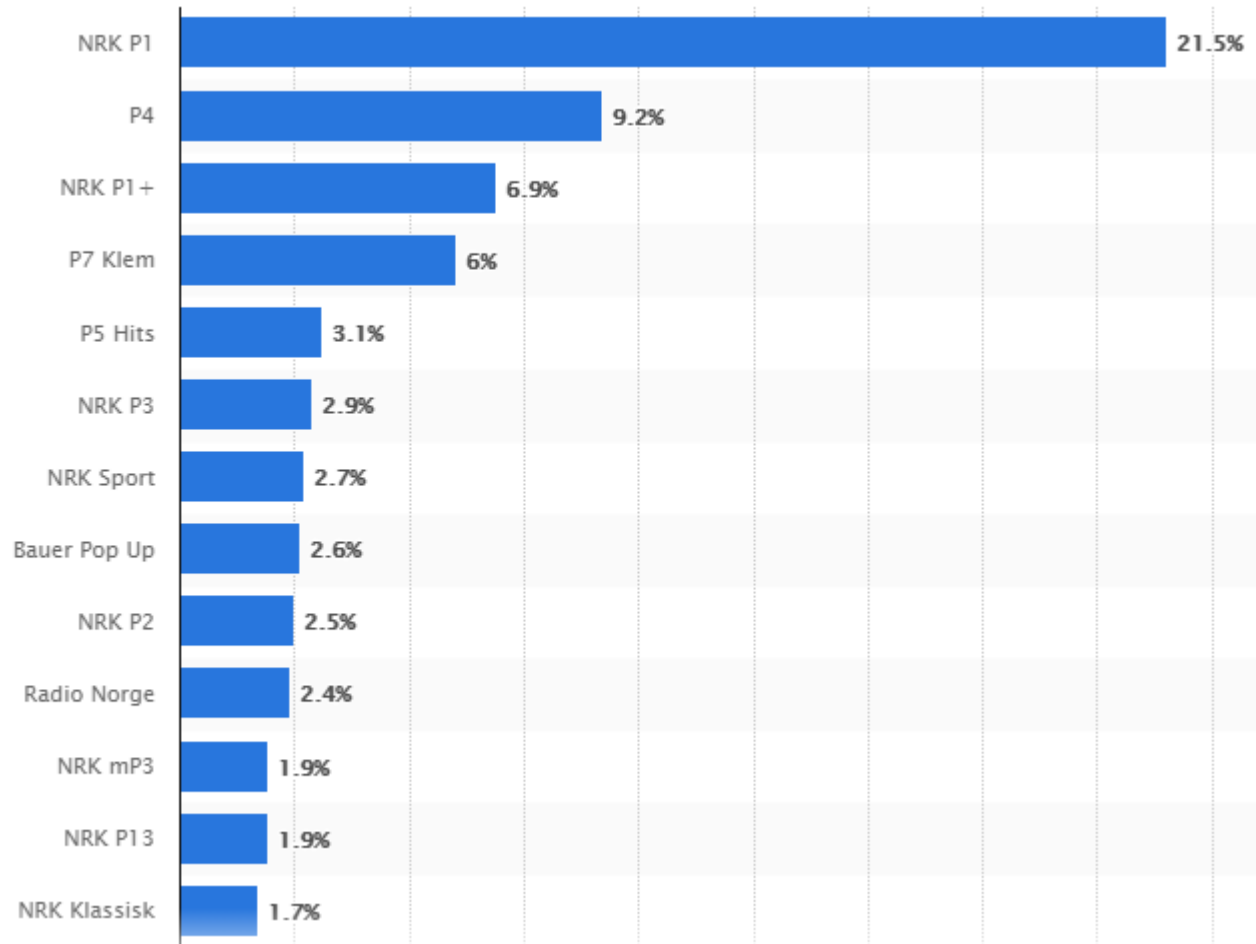
Bergens Tidende is the country's largest newspaper outside Oslo. The newspaper is published seven days a week in compact format.



# Radio Consumption

## TOP RADIO STATIONS IN NORWAY

Ranking of radio stations in Norway 2021, by daily coverage



- NRK P1 by some distance was ranked first in Norway with an average daily coverage of 21.5 percent.
- P4 was ranked second during the same week with a daily coverage at 9.2 percent on average.

# Radio Consumption

## TOP RADIO STATIONS



### NRK P1

NRK P1 is a nationwide digital radio channel operated by the Norwegian Broadcasting Corporation. P1's programming is aimed at a mature demographic, and it is Norway's most popular radio station, with approximately 1.9 million listeners daily.



### P7 Klem

P7 Klem streams an even mixture of music (mainly pop and RnB) and information. It is broadcasted in Norwegian.



### P4

P4 Radio Hele Norge AS is Norway's leading national, private radio station with about one million daily listeners.

# Digital Consumption

INTERNET USERS IN NORWAY INCREASED BY 1.9 PERCENT BETWEEN 2021 AND 2022

FEB  
2022

## ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



**5.49**  
MILLION

URBANISATION

**83.6%**

CELLULAR MOBILE  
CONNECTIONS



**5.94**  
MILLION

vs. POPULATION

**108.3%**

INTERNET  
USERS



**5.43**  
MILLION

vs. POPULATION

**99.0%**

ACTIVE SOCIAL  
MEDIA USERS



**4.75**  
MILLION

vs. POPULATION

**86.5%**

# Digital Consumption

NORWEIGNS SPEND THE MOST TIME ON YOUTUBE

FEB  
2022

## MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON **ANNUAL** WEBSITE TRAFFIC FOR **FULL-YEAR 2021**

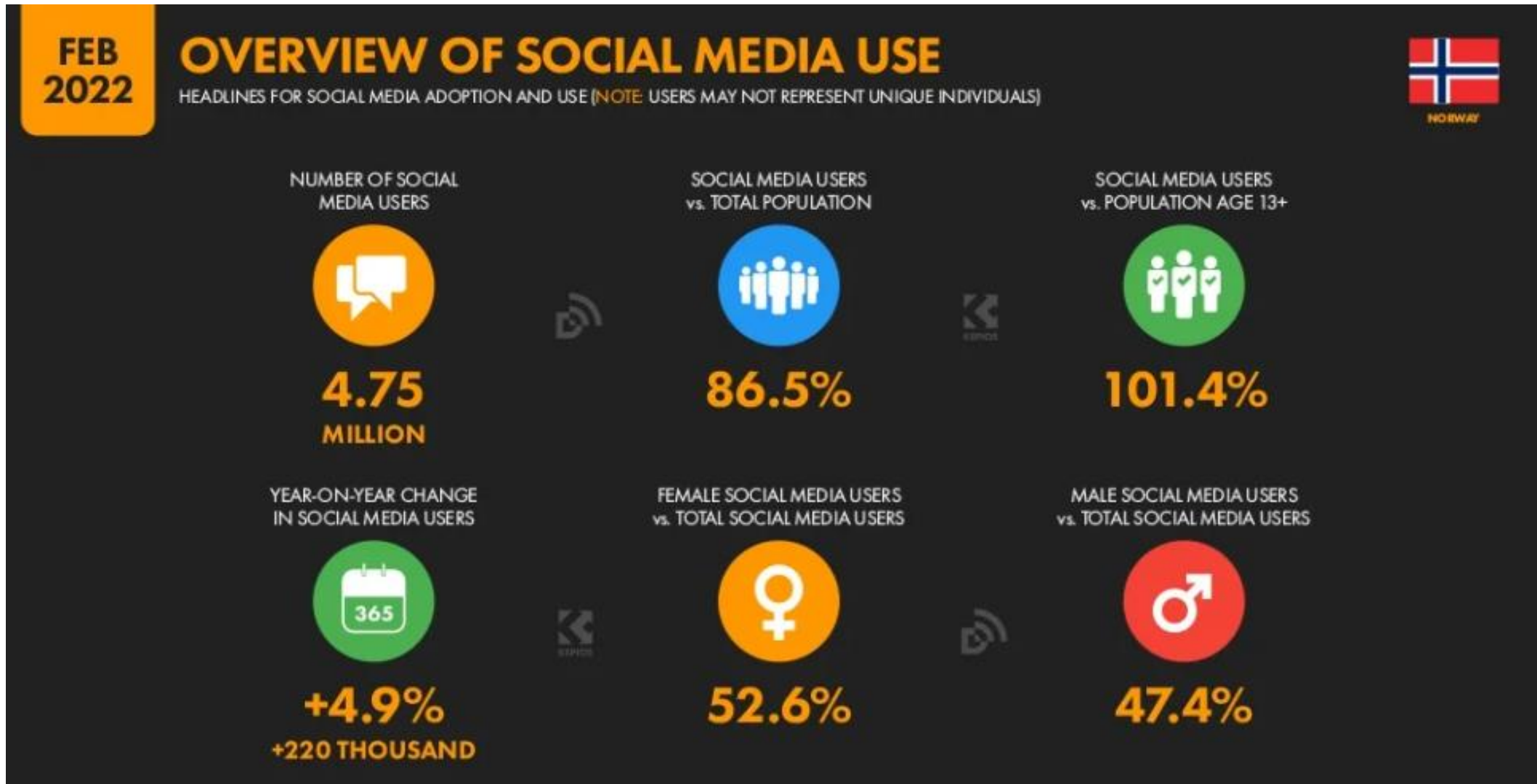


#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.69B	[N/A]	[N/A]	15M 18S	10.32
02	YOUTUBE.COM	1.47B	[N/A]	[N/A]	24M 53S	13.35
03	FACEBOOK.COM	607M	[N/A]	[N/A]	11M 30S	8.66
04	VG.NO	441M	[N/A]	[N/A]	32M 55S	6.96
05	NIRK.NO	297M	[N/A]	[N/A]	7M 08S	3.81
06	FINN.NO	253M	[N/A]	[N/A]	11M 26S	14.46
07	NETFLIX.COM	230M	[N/A]	[N/A]	9M 45S	3.91
08	DAGBLADET.NO	178M	[N/A]	[N/A]	24M 48S	7.12
09	TV2.NO	159M	[N/A]	[N/A]	18M 24S	5.14
10	WIKIPEDIA.ORG	140M	[N/A]	[N/A]	5M 25S	3.96

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	TWITTER.COM	136M	[N/A]	[N/A]	13M 38S	14.46
12	GOOGLE.NO	127M	[N/A]	[N/A]	8M 27S	20.21
13	TWITCH.TV	118M	[N/A]	[N/A]	9M 34S	4.60
14	REDDIT.COM	114M	[N/A]	[N/A]	12M 21S	8.03
15	LIVE.COM	110M	[N/A]	[N/A]	6M 45S	7.85
16	YR.NO	96.4M	[N/A]	[N/A]	2M 02S	3.80
17	INSTAGRAM.COM	84.5M	[N/A]	[N/A]	8M 01S	13.84
18	DIFL.NO	80.7M	[N/A]	[N/A]	3M 30S	5.53
19	NETTAVISEN.NO	79.4M	[N/A]	[N/A]	4M 07S	2.93
20	E24.NO	74.5M	[N/A]	[N/A]	22M 33S	7.20

# Digital Consumption

SOCIAL MEDIA USERS IN NORWAY INCREASED BY 4.9 PERCENT BETWEEN 2021 AND 2022





# Outdoor Sites

NORWAY



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